



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate F – Outreach, Research & Geographical Indications
The Director

Brussels
AGRI.F.1

Subject: Info Days on the 2025 Calls for proposals for grants for information provision and promotion measures concerning agricultural products

Dear Madam, dear Sir,

Following the adoption of the 2025 Annual work programme for information and promotion measures with a planned budget of €132 million for the promotion of EU agri-food products within and outside the EU, DG AGRI and REA are organising **Info Days on the 2025 AGRIP Calls** on **29 January 2025** from 13:30 to 19:00 and on **30 January 2025** from 8:30 -14:00.

The event, which takes place in Brussels and online, is for all potential beneficiaries eligible to submit proposals for information/promotion programmes concerning agricultural products. Organisations from all EU countries that have not yet participated in similar EU programmes are particularly encouraged to attend.

The Calls for proposals for grants for information provision and promotion measures concerning agricultural products (AGRIP) will be published on 22 January 2025, with a deadline for applicants to submit their proposals by 23 April 2025:

- [Calls for proposals - Promotion of agricultural products - European Commission \(europa.eu\)](#)

Registrations to the Info Days are now open via the event website, which includes information on the agenda and the speakers:

- [Promotion of Agricultural Products: Info Days on the 2025 AGRIP Calls](#)

Interpretation will be provided in the following official languages: **English, French, German, Spanish, Italian and Polish**, to facilitate participation of a wide range of organisations. The venue is the Albert Borschette conference centre in Brussels, rue Froissart 36.

To the competent authorities of Member States via CIRCABC

Participants onsite will have the possibility to participate in “Matchmaking sessions” to facilitate networking and new partnerships between potential applicants.

All presentations given during the Info Days, as well as the video recordings will be published online following the event.

The 2025 work programme and AGRIP Calls for proposals also mark **10 years of EU promotion policy**. To celebrate this milestone with the promotion community, an anniversary cocktail reception will take place at the end of the first day, at 17:30 on 29 January.

If you wish to organise an information event in your country dedicated to the funding opportunities under Regulation (EU) No 1144/2014, with the participation of a representative from DG AGRI or REA, please send us your request by email at AGRI-PROMOTION@ec.europa.eu and we will try to accommodate it depending on staff availabilities.

We would highly appreciate your support in further distributing the information on the Brussels Info Days to all potential applicants, including those organisations from EU Member States which have not participated in promotion projects before.

Yours faithfully,

Diego CANGA FANO

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